

ORDER



KLAS

Orders
Order / Rev: 35868
Alt Order #: 08802408
Product Desc: ISSUE
Estimate:
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 09/26/12 / 09/26/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Nebo Media
Buying Contact: Jessica Murray
Billing Contact:
 3299 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRSC
Demographic: A35+
Product Codes: PO4
Priority: LV2
Revenue Codes: AGY, POL, ISS

New Business Thru: 09/04/11
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	35	\$47,950.00	\$40,757.50
10/29/12	10/30/12	18	\$32,200.00	\$27,370.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$47,950.00	\$40,757.50	0.00
November 2012	18	\$32,200.00	\$27,370.00	0.00
Totals	53	\$80,150.00	\$68,127.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	31%	\$80,150.00
Market	100%	\$258,548.39

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	18%	\$46,538.71
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	17%	\$43,953.23
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/24/12	10/26/12	8 News Now 6a M-F	CM	6-7a	--WTF--	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 1 \$1,200.00 0.00															
2	8	10/29/12	10/30/12		CM	6-7a	MT-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F														
8 News Now 6a M-F														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$1,200.00		0.00			
3	8	10/24/12	10/26/12	CBS This Morning 7-9a CM		7-9a --WTF--	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
CBS This Morning														
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				2	\$1,000.00		0.00			
4	8	10/29/12	10/30/12	CBS This Morning 7-9a CM		7-9a MT-----	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
CBS This Morning														
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$1,000.00		0.00			
5	8	10/24/12	10/26/12	Live w/Kelly CM		9-10a --WTF--	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
Live With Regis & Kelly														
KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				2	\$850.00		0.00			
6	8	10/29/12	10/30/12	Live w/Kelly CM		9-10a MT-----	:30	1	\$850.00	LV2	0.00	NM	1	\$850.00
Live With Regis & Kelly														
KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$850.00		0.00			
7	8	10/24/12	10/26/12	Price Is Right CM		10-11a --WTF--	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
Price Is Right														
PRICE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				1	\$3,500.00		0.00			
10	8	10/24/12	10/26/12	8 News Now Noon M-F CM		12-1230p --WTF--	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
8 News Now Noon M-F														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				2	\$850.00		0.00			
11	8	10/29/12	10/30/12	8 News Now Noon M-F CM		12-1230p MT-----	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
8 News Now Noon M-F														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$850.00		0.00			
12	8	10/24/12	10/26/12	1230-2p Soaps/ LMAD CM		1230-2p --WTF--	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
Soaps / Let's Make A Deal														
SOAPS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				1	\$900.00		0.00			
13	8	10/29/12	10/30/12	1230-2p Soaps/ LMAD CM		1230-2p MT-----	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
Soaps / Let's Make A Deal														
SOAPS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$900.00		0.00			
14	8	10/24/12	10/26/12	The Talk 2-3P CM		2-3p --WTF--	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
The Talk														
TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				1	\$900.00		0.00			
15	8	10/29/12	10/30/12	The Talk 2-3P CM		2-3p MT-----	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
The Talk														
TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$900.00		0.00			
16	8	10/24/12	10/26/12		CM	3-4p --WTF--	:30	2	\$1,000.00	LV2	0.00	NM	2	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ELLEN Ellen ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 2 \$1,000.00 0.00														
17	8	10/29/12	10/30/12	Ellen Ellen	CM	3-4p MT-----	:30	2	\$1,000.00	LV2	0.00	NM	2	\$2,000.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$1,000.00 0.00														
18	8	10/24/12	10/26/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p --WTF--	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 2 \$1,300.00 0.00														
19	8	10/29/12	10/30/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MT-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 1 \$1,300.00 0.00														
20	8	10/24/12	10/26/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p --WTF--	:30	2	\$1,500.00	LV2	0.00	NM	2	\$3,000.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 2 \$1,500.00 0.00														
21	8	10/29/12	10/30/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p MT-----	:30	1	\$1,500.00	LV2	0.00	NM	1	\$1,500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 1 \$1,500.00 0.00														
22	8	10/24/12	10/26/12	630-7p Inside Edition Inside Edition	CM	630-7p --WTF--	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
IN EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 2 \$1,300.00 0.00														
23	8	10/29/12	10/30/12	630-7p Inside Edition Inside Edition	CM	630-7p MT-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
IN EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 1 \$1,300.00 0.00														
24	8	10/24/12	10/26/12	7-8p Rotator 7-8p Rotator	CM	7-8p --WTF--	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
ET/INSIDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 2 \$1,300.00 0.00														
25	8	10/29/12	10/30/12	7-8p Rotator 7-8p Rotator	CM	7-8p MT-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
ET/INSIDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 1 \$1,300.00 0.00														
26	8	10/24/12	10/26/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p --WTF--	:30	2	\$2,200.00	LV1	0.00	NM	2	\$4,400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 2 \$2,200.00 0.00														
27	8	10/29/12	10/30/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p MT-----	:30	2	\$2,200.00	LV1	0.00	NM	2	\$4,400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$2,200.00 0.00														
28	8	10/24/12	10/26/12		CM	1135p-1237a --WTF--	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00

